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THE CARE AND FEEDING OF YOUNG DINERS

CLASSIC

SANDWICHES

UPDATED

The Club Sandwich: Always A Winner

THE BEST OF

BAKED PASTA

Plus: R&I Report, Menus & Idea File

MORE INSIDE! SEE PAGE 4

A CAHNERS PUBLICATION

SEPT. 18, 1991

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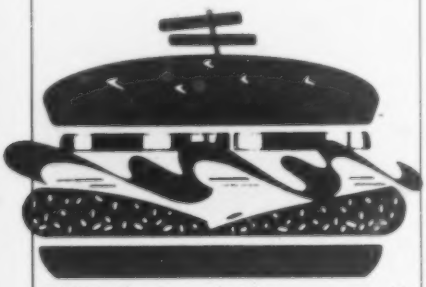

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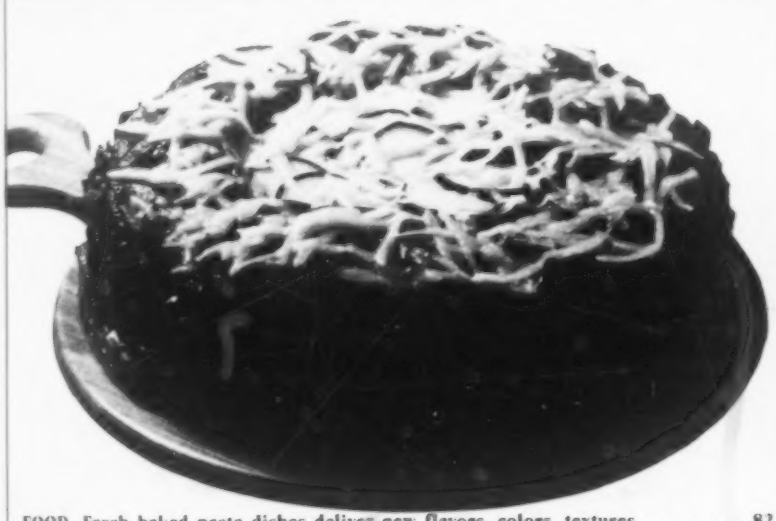

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22 R&I EXCLUSIVE: YOUNG DINERS, FUTURE SPENDERS

More than half the parents polled in a recent survey said their children influenced the decision to eat out—when *and* where. Wise restaurateurs pay attention to families and the future customers they represent. Our marketing feature—"a practical guide to the care and feeding of toddlers, teens and in-betweens"—takes each group by the hand, recommending menu and service ideas to keep family ties with your operation strong.

75 SERVICE, MANAGEMENT TIPS IN R&I'S IDEA FILE

Keep caffeinated and decaffeinated coffee orders straight. Help servers settle the check the right way. Take steps to change an employee's bad attitude. Quiet down your establishment for patrons' comfort. Find out how in this issue's Ideas section.

44 ABOUT THE COVER: CLASSIC SANDWICHES ALWAYS BREADWINNERS

The club (shown on cover with white and dark breads, ripe tomatoes, lean bacon and crisp, crisp lettuce), the Reuben, and the hero have been favorites for more than 50 years and are in no danger of becoming stale on menus. This issue's Taste article tells how to update these and other classics, beef up sandwich breads and fine-tune sandwich fillings.

82 THE REVIVAL OF BAKED ITALIAN CASSEROLES

Baked casseroles, a time-honored Italian dish for special occasions, bring an out-of-the-ordinary feeling to lunches and dinners across America. Pasta baked with meat and vegetables, polenta with sausage, macaroni with cheese, even everybody's favorite lasagna—our ideas bubble over with new flavors and textures to add another dimension to merchandising Italian specialties.

98 VALUE-ADDED COFFEES BOOST BAR BUSINESS

New Orleans' Palace Cafe spends 55 cents to make a cup of its specialty coffee—a heady blend of chocolate mint liqueur, schnapps and chicory coffee topped with whipped cream. The menu price: $6. Product Know-How shows how to create and market specialty coffees and teas.

■ MARKETING

YOUNG DINERS

A practical guide to the care and feeding of infants, teens and in-betweens

By Rob Townsend

Eighteen might be the minimum age for electing government leaders, but when it comes to ruling a household's foodservice decisions, children have all the power they need.

Fifty-five percent of parents polled in a 1990 National Restaurant Association/Gallup survey said their children between the ages of 6 and 12 are influential or very influential in the decision to eat out. Even the very young carry clout: 48% of parents with children under 6 said their offspring are influential.

These youngsters don't just want to eat out, they often want to go to a specific restaurant. In the same survey, 45% of parents with children under 6 and 47% of parents of children between 6 and 12 said their youngsters are influential or very influential in choosing the destination.

In the 1990 *R&I* Tastes of America Survey, an overwhelming majority of households with children reported that their youngsters eat a meal away from home at least once a week. The smallest percentage given was 81.8%—for children with a single parent—and the largest was 91.1%—for children in double-income households.

Since it usually holds true that where there are children, there are parents, com-

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U.S. POPULATION UNDER AGE 19: STILL GROWING, BUT SHIFTING

At the turn of the century, the number of children (age 0 to 19) in the United States will be about the same as it was in 1989—stepping up to a projected 73.35 million in 2000 from 71.76 million in 1989. During this time, however, some shifts will occur within this age group.

As baby boomers age, they aren't having as many children as they did in the '80s. Figures from the United States Department of Commerce, Bureau of the Census, show a projected drop of nearly 2 million in the number of children under 5 between 1989 and 2000. At the same time, the number of teenagers between the ages of 15 and 19 will grow by approximately 1.25 million.

Age	1989	1991*	1995*	2000*
Under 5	18.75MM	18.39MM	17.80MM	16.90MM
5 to 9	18.21	18.49	18.76	18.13
10 to 14	16.95	17.76	18.85	19.21
15 to 19	17.85	16.87	17.57	19.11
Total children	71.76	71.51	72.98	73.35

Source: U.S. Bureau of Census; population figures in millions; *projected

YOUNG DINERS

continued from page 22

mercial operators who effectively appeal to and satisfy the needs of the young set stand to keep their bottom line healthy. Many of these operators have devised successful marketing and menu strategies with children in mind.

INFANTS AND TODDLERS

Menu and marketing don't have the slightest impact on newborn babies. All appeal here must focus on the parents who have elected to bring the youngest with them. Wait staff should be trained to respond to parents' needs on a case-by-case basis. If a parent doesn't want to feed the baby cold formula, all it takes to make a good impression is a server who volunteers to take the bottle back to the kitchen for heating.

Many operations make it much easier for parents of infants to spend time in restaurants by supplying changing tables in both men's and women's rooms. These tables often fold down from the wall, conserving space when not in use. Cost for these tables is approximately $200 to $300; installation is another $100 or so, according to operators who have added them.

Booth seating gives parents tighter traffic control over wandering toddlers.

High chairs and booster seats are essential for families with small children. At The Ground' Round, the South Weymouth, Mass.-based dinner-house chain, a wooden piece of furniture carries out two functions: Standing up one way, it holds an infant's carrier, leaving the baby undisturbed; turned over, it's a high chair for a toddler.

Nearly all restaurants seat children with their parents in the dining room with the rest of the paying customers. As children learn to walk and talk (and run and scream), their impact on other diners increases.

"We find our emphasis on booth seating helpful with

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YOUTHFUL YEARNINGS: CHILDREN PREFER FAMILIAR FAVORITES

When it comes to satisfying the taste buds of foodservice's young customers, three or four foods lead the pack, according to parents. A 1990 National Restaurant Association/Gallup survey asked parents to name their children's three favorite menu items. The winner, by a knockout, was the plain and simple hamburger, a favorite of 42% of children under 6 years of age, and 45% of children age 6 to 12. For kids under 6, french fries placed second, with a rating of 31%, and chicken placed third with 23%. With the older group, these two foods flip-flopped in ranking, logging a 21% approval for chicken and 16% for french fries. Pizza was the only other food to register a double-digit percentage approval, coming in fourth with 6- to 12-year-olds at 15%. All other foods registered less than a 10% rating as a favorite of either age group.

Among those popular menu items that placed lower on the list, hot dogs suffered the largest drop in popularity with children over the age of 6. As youngsters reach their preteen years, they demand more flavor in their food, which might explain the drop, not only in hot dogs, but also in grilled cheese sandwiches and pancakes.

Ranking of favorite food for children under 6, according to parent:

Hamburger	42%
French fries	31
Chicken	23
Spaghetti	9
Hot dogs	8
Pizza	4
Baby food	3
Grilled cheese	3
Pancakes	3
Shrimp	3
Fish/fish and chips	3
Steak	3%
Cheeseburger	3
Tacos	2
Mashed potatoes	2

Ranking of favorite food for children between 6 and 12, according to parent:

Hamburger	45%
Chicken	21
French fries	16
Pizza	15
Fish/fish and chips	9
Steak	9
Shrimp	8
Salad/salad bar	8
Spaghetti	7
Cheeseburger	6
Hot dogs	5
Chinese	4
Grilled cheese	2
Pancakes	2

Source: National Restaurant Association/Gallup survey, 1990

YOUNG DINERS

continued from page 30

toddlers," says Ron McDougall, president of Dallas-based Chili's Grill & Bar. "Parents typically sit on the outside with their children on the inside, keeping them from running around."

If children become restless early on in the meal, an alert staff usually can save the parents—and the rest of the dining room—from embarrassment with quick reaction. "It's just common sense," says M.J. Kim, owner of Lori's Diner, San Francisco. "If a child starts to cry, one of our staff takes them a piece of candy or a balloon to cheer them up."

If it's obvious that a child is sick or ill-tempered and won't last the whole meal, offer to pack up the leftover or yet-unserved meal portions. The family might head home, but they can still enjoy the meal they went out for. "We keep carryout containers in all of our service stations," says Jim Hollingsworth, general manager of The Spaghetti Warehouse in Columbus, Ohio. "As soon as our serving staff notices a family getting ready to leave early, they pack up the leftovers in about a minute."

Grade-school children still enjoy puzzles, games and other diversions.

The proper servingware for children can go a long way toward preventing spills and other episodes that cause frustration for kids. Chili's is developing a lightweight plastic glass for children. "We currently have two sizes of mugs, one for soft drinks and one for milkshakes, and they are both too big and heavy for little kids," he says. The chain also serves many of its kids' meals in plastic baskets, rather than on the heavy dinnerware used for adult fare.

The Ground Round uses the same style of plates for kids as it does for adults, but in a smaller size, according to Judy Kelly, vice president of marketing. A child's portion would be dwarfed on an adult's plate, she says.

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FLEXIBLE MENUS SEND KIDS AWAY SATISFIED

"The most disturbing thing a parent can hear from a child on the way home from a restaurant is 'I'm still hungry. I didn't like anything there,'" says Dale Goin, co-owner of A Piece of Quiet, Denver.

To make sure their young customers don't make that complaint, Goin and his wife and partner Sally Rock have revised the restaurant's children's menu since its opening last October. The adult menu features such upscale dishes as black lobster ravioli and salmon *en papillote*. Goin originally offered a similarly upscale children's menu, with such items as basil fusille with sauce and apples stuffed with cream cheese and peanut butter.

Then reality set in. "The kids wouldn't touch the cream cheese," says Goin. Now, kids choose from pizza, sliced vegetables, and peanut-butter-and-jelly sandwiches.

The lesson is a simple one. As shown in the previous sidebar, kids love familiar foods. "Children's food should not have a high flavor profile—go light on seasonings and spices," says Ron McDougall of Chili's. "Kids love ketchup and hate onions."

As for selection, many restaurants with children's menus offer kids' favorites, even if some of the items don't appear on the adult menu. The Ground Round, for example, offers grilled cheese sandwiches and hot dogs to children only. It recently added pizza as another children's exclusive.

Restaurateurs who don't specialize in family business don't always feature a separate children's menu. Because Wynkoop Brewing Company does most of its family business on Saturdays only, it features an adult menu only. "Most children order certain items off of the regular menu, such as mashed potatoes and baked pasta with three cheeses," says owner Barbara Schehrer. "However, when we do get requests from parents for smaller portions, we accommodate them and give them a special price as well."

Terczak's in Chicago also does not offer a children's menu. "Really young children generally just eat portions of whatever their parents order," says Linda Terczak, owner. "For older children, we'll make something upon request. These items usually are plain foods, such as pastas and grilled chicken or fish."

Yet, not all children go for traditional favorites, Terczak says. "Kids have much more sophisticated tastes than ever. I recently heard a little girl tell her mother, 'You know, I feel like sushi tonight.' Another 8- or 9-year-old ordered a cup of cappuccino after dinner."

YOUNG DINERS

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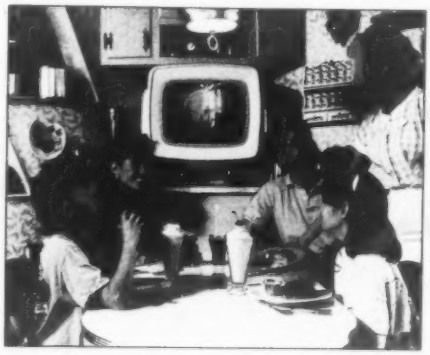
Restless toddlers often just need a diversion to keep them occupied. Many operators print special paper place mats for children containing games and puzzles. Often, they are printed on the back of the operation's standard place mat, eliminating the need for two different mats. Butcher paper table covers and crayons let children create their own fun.

GRADE SCHOOLERS

Shoney's, the Nashville, Tenn.-based family restaurant chain, prints puzzles on its place mats and in activity books for toddlers, but also adds more advanced diversions to these items for slightly older children.

"We will offer simple games for the very young, but for older kids, we include more challenging games and stories based on special themes," says Jeff Sowell, vice president of marketing. "We recently included some items that taught children about environmental issues, such as how the water cycle works."

Preteens and teenagers prefer foods with more spice and seasoning than youngsters.



On the food side, Shoney's initiated a Wednesday night promotion last year in which kids under 12 eat free when accompanied by their parents. Children can order from the regular children's menu or, at some restaurants, take advantage of the Kids' Korner food bar. The self-service food bar, in test since earlier this year, features such child pleasers as peanut-butter-and-jelly sandwiches, and hot dogs and beans. "Kids like it because they can create their own meal," says Sowell.

The Ground Round involves children under 12 with a different type of promotion. In each store, on a specific night of the week, kids can order from the children's menu and pay for it under the "Penny a Pound" program.

"Parents love the program because of the value,

continued on page 42

OPERATOR STRATEGIES FOR FAMILY MARKETING

When it comes to marketing a restaurant to families, operators use different strategies for specific target customers.

Chili's television advertising spots don't focus on children, rather an enjoyable family experience, says Ron McDougall, president. The ads run either in prime time or on sports programs, says McDougall. The chain does not advertise on Saturday morning children's shows. "We don't make a strong pitch directly at children, because too many kids in a restaurant can drive some adults away," he says.

Shoney's also targets entire families, and aims its ads at parents age 35 and over, says Jeff Sowell, vice president of marketing. "Our marketing dollars are limited, so we concentrate on adults," he says. "However, kids have a high level of recall and remember our ads when they see them."

For in-store marketing, Sowell appeals to children up to age 12 with the Shoney Bear Cub Club, which sends a certificate for a free meal and dessert on members' birthdays.

On the other hand, the ShowBiz Pizza Place/Chuck E. Cheese's pizza chain spends most of its marketing budget on television ads targeting children. "Our typical media buy is a television show with a demographic appeal to ages 2 to 12," says Dick Huston, executive vice president. Because ShowBiz separates its game areas by age (the ball crawl for those under 6 is in one area, while skee ball and other attractions for the over-6 crowd are located elsewhere), it often advertises on children's shows with an even tighter age demographic, says Huston.

Operators who wish to target specific demographic audiences, for instance, children ages 6 to 12, should be aware of which shows pull the largest number of desired viewers, says a spokesman for an Illinois-based media-buying firm. "It doesn't matter which station the show is on, it's the show itself that draws the numbers," he says. If an advertisement targets a specific age group of youngsters, such as ages 2 to 6, advertisers should request an airing during a specific show, rather than letting the station program it during a block of children's programming, he recommends. "This is easier to do with local independent stations. It is harder with network affiliates, but it is possible," he adds.

Denver's Wynkoop Brewing Company spends its marketing dollars on print ads in the local newspaper, says Barbara Schehrer, owner. The ads, targeted toward parents, show an entire family in the restaurant, with a headline reading, "Here's a Great Way to Spend a Saturday."

YOUNG DINERS

Satisfying the needs of kids and parents is a juggling act that pays off in return business.

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and kids are happy because of the activity—they get to sit on a scale and see their weight," says Judy Kelly, vice president of marketing. "We've found that the average child weighs 61 pounds. We may lose money on some of our food items by charging an average of 61 cents, but it pays for itself in the long run—after all, kids under 12 don't come in here by themselves."

One wouldn't expect to find kids going into the Wynkoop Brewing Company by themselves, but the 180-seat Denver brewpub doubled its Saturday lunch business by targeting families. How? It was magic, says Barbara Schehrer, owner.

"We hired a magician to come in on Saturdays from noon to 5 p.m.," Schehrer says. "He goes from table to table, performing magic tricks and blowing up balloons." Since the magician appeared, Saturday lunch covers have gone up from approximately 100 to between 200 and 250. Repeat customers make up much of the new business, she says.

PRETEENS AND TEENS

As children grow older and hit double-digit birthdays, their taste in food changes. "They start experimenting with spicier foods, such as chili and barbecue ribs," says Chili's McDougall.

Once preteens become full-fledged teenagers, new challenges crop up. "If anybody ever figures out how to make teenagers happy, they deserve a gold medal," says Schehrer. "When our magician performs, the kids love it, their parents are happy, but the teenagers just roll their eyes and say 'God, I'm too *old* for this!' "

While teenagers are legally minors, they aren't considered a part of the children's market segment by some operators. ShowBiz Pizza Place Chuck E. Cheese's pizza restaurants, Irving, Texas, puts its emphasis on appealing to children 12 and under, according to Dick Huston, executive vice president.

The chain features puppet shows, rides and games, but removed most of the video machines it used to feature. "Our video games appealed mainly to older kids and, as a result, some of our units became teenage hangouts," he says. "Our policy now is no teenagers without parents."

McDougall says that teenagers who come into Chili's without their parents act a little less "goofy" than they used to. "In the past, some of our restaurants had to prohibit anyone under 18 without an adult," he says. "They would often tie up a table for a couple of hours, ordering only french fries and soft drinks. They would also hop from table to table, moving their chairs around the store. For whatever reasons, they aren't doing this as much these days." **R&I**

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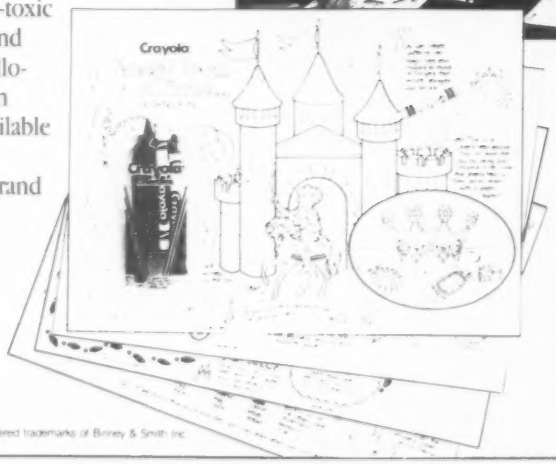

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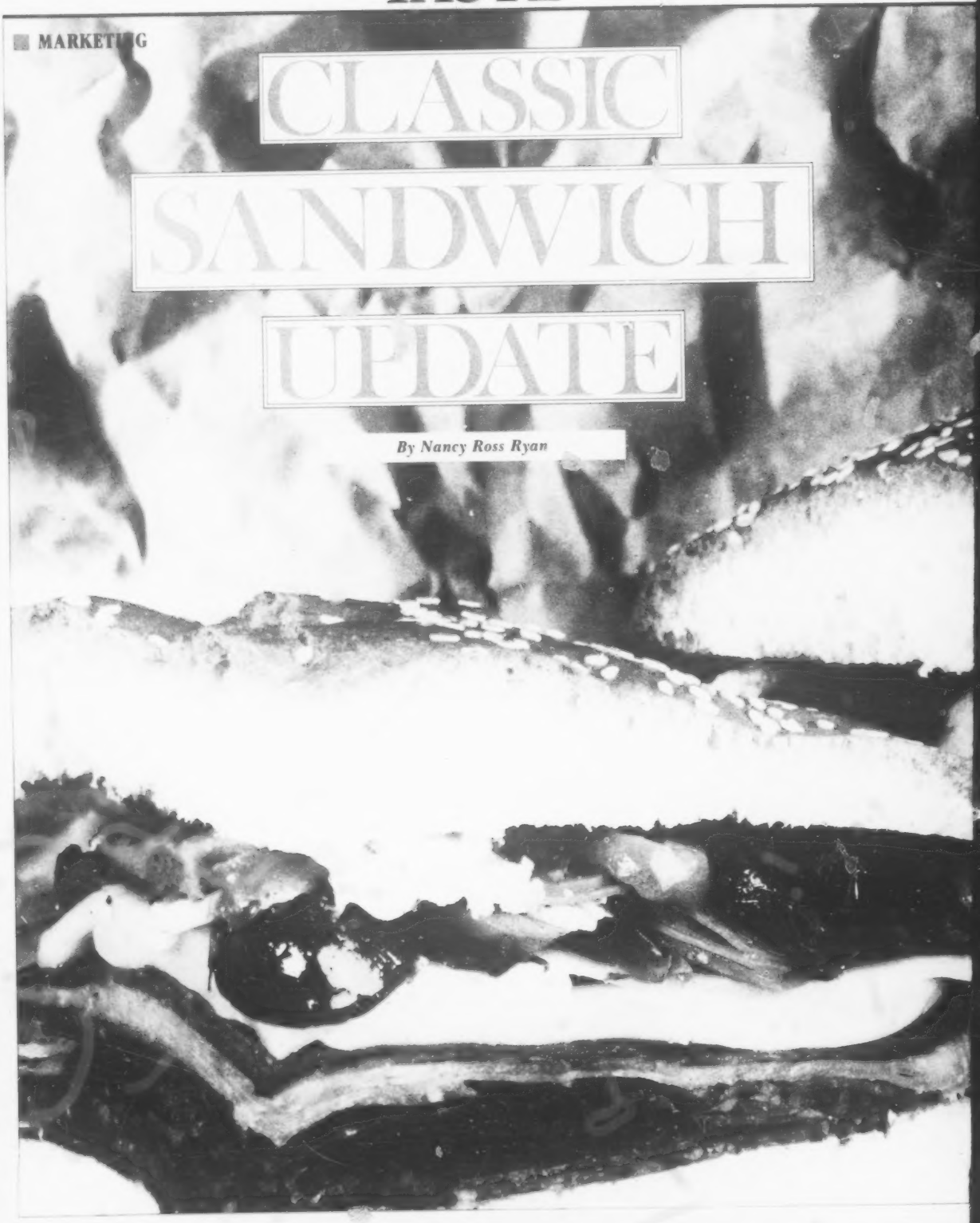
MARKETING

CLASSIC SANDWICH UPDATE

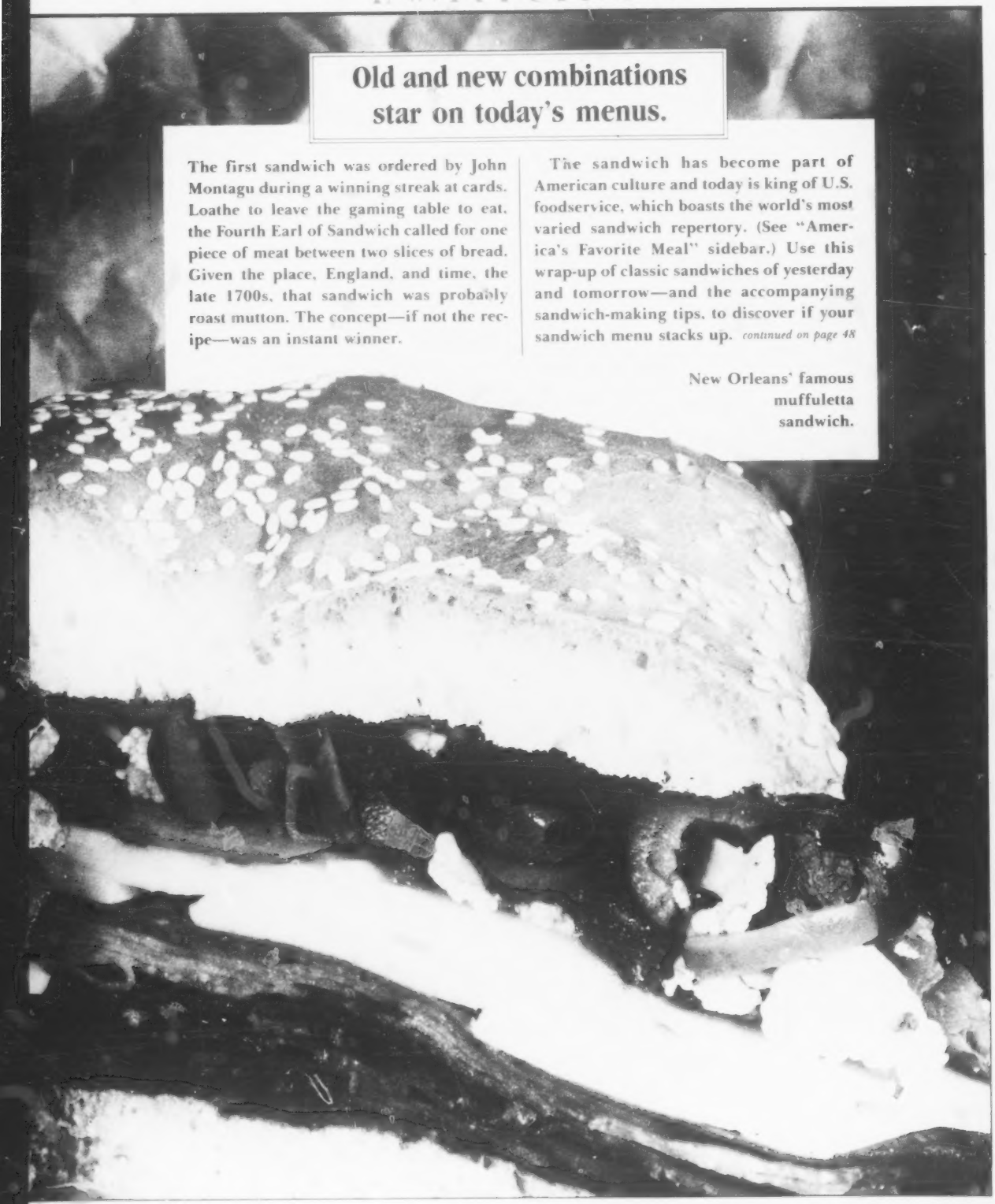
By Nancy Ross Ryan



Old and new combinations star on today's menus.

The first sandwich was ordered by John Montagu during a winning streak at cards. Loathe to leave the gaming table to eat, the Fourth Earl of Sandwich called for one piece of meat between two slices of bread. Given the place, England, and time, the late 1700s, that sandwich was probably roast mutton. The concept—if not the recipe—was an instant winner.

The sandwich has become part of American culture and today is king of U.S. foodservice, which boasts the world's most varied sandwich repertory. (See "America's Favorite Meal" sidebar.) Use this wrap-up of classic sandwiches of yesterday and tomorrow—and the accompanying sandwich-making tips, to discover if your sandwich menu stacks up. *continued on page 48*



New Orleans' famous muffuletta sandwich.

Sandwiches bridge all meal occasions and span all menu segments.

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Americans have developed the world's most varied sandwich repertory, much of it deserving the designation "classics." Some, like the club and the Reuben, have been favorites for 50 years; some, like the hamburger and hot dog, for almost a century.

Sandwiches have never been more popular, and the '90s' back-to-basics trend has revitalized interest in sandwich classics. Leaving aside the ever-popular hamburgers, steak, hot dog and barbecue sandwiches—topics complete in themselves—the following list of classics describes the sandwich's original form with suggested updates.

HOT CLASSICS

Croque monsieur, croque madame and Monte Cristo: Leave it to the French. The first classic is ham and Swiss cheese on white bread dipped in beaten egg and grilled. The second is the same with sliced chicken instead of ham. The third is both. Updated versions omit the egg dip and grill in a specialized iron. Some use whole wheat or French bread.

French dip: Thinly sliced medium-rare roast beef in a baguette (a short French-bread roll) with a side of jus for dipping has been a menu standard for years. Update the jus with a dash of red pepper sauce, or an Asian accent—soy, sesame oil, ginger root and green onion.

Grilled cheese: A plain cheese sandwich spread with mustard is transformed by grilling. Cheddar or American cheese is classic. Swiss, mozzarella and Monterey Jack are zingy. Add sliced tomatoes for zest. Leave it to Spago: A pastry chef at Wolfgang Puck's famous Los Angeles eatery invented a grilled cream cheese sandwich—cream cheese puréed with asparagus tips.

Hot (sliced) beef or turkey with mashed potatoes and crater gravy: This country classic is served open face on white bread with gravy over all. Try skin-on mashed potatoes; substitute roast pork for beef or turkey.

Hot pastrami, hot corned beef: Thinly sliced, piled high on rye with or without caraway seeds. Add mustard, a garlic dill pickle, and customers are in deli heaven. So try pumpernickel bread. Or hearty, dense white country bread.

Philadelphia cheese steak: Not really steak, but thinly sliced beef, sautéed quickly with onions and peppers. Melt

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AMERICA'S FAVORITE MEAL

Sandwiches! How—and when—do we love them? Hot and cold, at breakfast, lunch, dinner and snacks. How much do we love them? Sandwiches account for*:

- **35% of all restaurant foodservice meals.**
- **19% of all restaurant breakfasts.**
- **50% of lunches.**
- **30% of dinners.**
- **12% of snacks.**

Which ones do we love? The top 10 good sellers in restaurants are:**

- **Club**
- **Cheeseburger**
- **Patty melt**
- **Hamburger**
- **Bacon cheeseburger**
- **Chicken fillet**
- **Hero/poor boy/submarine**
- **Reuben**
- **Chicken patty**
- **Steak**

The top 10 in institutions:**

- **Cheeseburger**
- **Chicken fillet**
- **Chicken patty**
- **Bacon cheeseburger**
- **Hamburger**
- **Grilled cheese**
- **Reuben**
- **Hero/poor boy/submarine**
- **Club**
- **BLT**

Sources: *NPD/CREST, Park Ridge, Ill.; **1991 *R&I* Menu Census

Not just for kids: peanut butter and jelly or cream cheese and jelly are an open (and shut) case of customer pleasers. Not just on white bread: Spread them on rye, wheat or raisin.

TASTE

Hearty fillings require thick bread; delicate fillings get thinner bread.

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a slice of cheese on top, then scoop it into a split oval sandwich roll. What's to update? Don't mess with success.

Reuben: This grilled sandwich of corned beef, sauerkraut, Swiss cheese and Russian dressing layered between rye (or pumpernickel) was invented either in 1914 by New York deli owner Arthur Reuben for Charlie Chaplin's then-leading lady—or else in 1955 by Omaha wholesale grocer Reuben Kay for buddies at a poker game. No matter. It's a menu winner, and illustrates several proverbs: Leave well enough alone; don't gild the lily. If you must, add sliced chicken or turkey breast.

Sloppy Joe: This '50s classic combines cooked ground beef, onion and green pepper in a tomato (usually ketchup) sauce and glops it on a Kaiser roll or hamburger bun. Tidy it isn't. Tasty it is. Sloppy José: Substitute chili con carne for ground-beef mixture and top with melted cheese. Serve with a knife and fork and sides of salsa, sour cream and guacamole.

COLD CLASSICS

BLT: When the bacon is crisp, the lettuce, too, the sliced tomatoes ripe, the toast freshly made and spread with mayonnaise, this sandwich is heaven. It welcomes variations: Add cheese at will. Try Swiss cheese and turkey, too. A fried egg could be tasty, not to mention onions.

Club: The classic three-tier toast, chicken or turkey, lettuce, tomato, and bacon sandwich spread with mayonnaise is surprisingly controversial. It gets its name from railway club cars, or country clubs or gambling casino clubs. Take your pick. The triple-decker is the classic favorite. And square bread is the choice. Try wheat or rye. Or try alternating white and dark bread (see cover of this issue). Substitute spinach leaves for lettuce. Try mustard- or chive-flavored mayonnaise.

Egg salad: Once a favorite at drugstore and dime-store counters, this satisfying sandwich is ready for a revival. Serve on white or wheat bread or toast. Flavor salad with mustard, minced onion and pepper. Add crumbled bacon or chopped olives to egg salad.

Ham, ham and cheese: Thinly sliced ham with mustard on rye, with or without Swiss cheese, is a flavor combination hard to beat. It's good on white bread and whole wheat, on baguettes

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SANDWICH SMARTS

Sandwiches deserve the same attention to quality and presentation as other menu items. So for super sandwiches, follow these tips:

- **A sandwich is only as good as its bread, so use the best. First-rate fillings are wasted on second-rate bread.**
- **The filling and the bread should be in proportion: The heartier the filling, the thicker the bread. The thinner the filling, the thinner the bread.**
- **Sandwiches should be tidy. The only sloppy sandwich should be a sloppy Joe. Overfilled sandwiches can make as bad an impression as those with skimpy fillings. In general, ingredients should reach the edges of the bread, but not beyond. (Exceptions are some cold-cut and cheese combos where the fillings show to create the effect of generous portions.) Cut and plate sandwiches carefully so that customers can pick them up without having fillings spill.**
- **Make sandwiches to order (or as close to serving time as possible), especially those with moist fillings and those made with toasted bread.**
- **Serve hot sandwiches on heated plates, cold sandwiches on chilled plates.**
- **Garnish appropriately (to complement flavors and textures of the sandwich) and plate with pizazz!**

In Philadelphia, it's a hoagie; in the Midwest, a sub; elsewhere, a grinder or hero. This popular American cold-cut and cheese classic is a best-seller at the University of Pennsylvania.

Call it hoagie, poor boy or submarine, a hero by any name is still a winner.

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or croissants. Try challah with honey-mustard.

Hero, hoagie, grinder, poor boy or submarine: Those are all names for variations on the same, originally Italian idea of filling split loaves of Italian bread (12 inches to 6 feet long) with a variety of Italian deli meats and cheeses, not to mention olives, Italian peppers (both hot pickled and sweet roasted), onions, lettuce and sometimes halved meatballs. The poor boy (from the French *pour-boire* or tip) is the New Orleans version made with the New Orleans French bread and can be filled with fried oysters—the famous oyster poor boy. This sky's-the-limit sandwich is everybody's hero—especially at the 5,380-unit Subway chain.

Lox, cream cheese and bagel: The delicatessen special is do-it-yourself, plated components of lox, cream cheese, sliced onion, tomato (sometimes cucumber), lettuce and olives. Aside from substituting an onion bagel for plain, it's hard to improve on.

Muffuletta: New Orleans' great sandwich gift to the world, the muffuletta is made with Italian-style deli meats and cheeses—and the essential ingredient—a chopped olive-giardiniera (pickled vegetables) relish. First the meats and cheeses, then the olive relish are layered on the bottom half of a horizontally sliced round Italian loaf topped with sesame seeds, then the top half of bread is added. The loaf is then quartered. This is one sandwich that develops flavor from standing. (Refrigerate up to a day before serving.) Vary meats and cheeses but don't omit the olive relish.

Peanut butter and jelly: It's not just for kids. Try a triple decker with raisin bread and white bread, and a premium jelly. Or try whole-wheat bread, peanut butter and bacon on the bottom, apple jelly on top.

Roast beef: The classic is thinly sliced and medium rare, piled on French bread with horseradish mayonnaise and crisp lettuce. Vary the spread: mustard and butter. What could be better?

Tuna and chicken salads: Alas, these classics have fallen on hard times. All too often they're little more than tuna or chicken mixed with plain mayonnaise. A good tuna salad has flavor and crunch. Try adding some of the following: chopped green onion, celery, grated carrot, capers, olives, thyme or tarragon. A chicken salad benefits

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SANDWICH BREADS

Classic or signature sandwiches start with good bread. There is always room for innovative fillings on familiar breads: square Pullman slices of white and wheat; oval slices of rye and pumpernickel; hard and soft rolls and buns, and the French and Italian loaves, perfect for lengthwise slicing.

But the reverse is equally true: there is always room for familiar fillings on innovative breads. So take an inventory of customers' favorite fillings and match-make with some of the following breads:

- ***Loaf bread:*** **Sourdough, raisin, cinnamon, egg (challah), brioche, whole-grain, millet, oatmeal, anadama (yeast-risen corn bread), cheese, herb, onion, sun-dried tomato, jalapeño, fruit and nut quick breads.**
- ***Single-serving bread:*** **Bagels, croissants, English muffins, biscuits, small dinner rolls, pita pockets, French toast and even pancakes.**
- ***Ethnic bread:*** **European-style country loaves (thick-crusted and chewy), *bruschetta*, *focaccia*, olive oil bread (*pane al'olio*), semolina bread.**

The chicken breast fillet was added to more menus in 1991 than any other sandwich, according to the *R&I* Menu Census. The one shown here is from Druthers International, Louisville, Ky.

Tomorrow's classics: veggie sandwiches and variations on Disney's Handwich.

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from celery and sometimes chopped apples. Try flavoring the mayonnaise with chives, herbs, curry or honey.

NEOCLASSIC SANDWICHES

Seven sandwiches, most of which need no introduction, are on *R&I*'s list of candidates for tomorrow's classics. They've been here for a decade or more, are popular with customers today, and show promise of longevity:

Breakfast sandwich: Egg, cheese and breakfast bacon, sausage or ham on biscuit or English muffin.

Grilled chicken breast fillet: It was the sandwich most added to menus in the 1991 *R&I* Menu Census.

Croissant sandwich: The French never dreamed of what Americans would do once they split the croissant—stuff it with ham, cheese, chicken and turkey, tuna and chicken salads, and more to come.

Pita pockets: If it's good for gyros it's good for almost any sandwich filling, especially moist ones.

Grilled fish fillet, plain or breaded: The breaded deep-fried fillet came first; fine-dining developed the grilled fillet, which has now spread to casual restaurants. Fine dining serves it with salsas; fast-food and family-style restaurants with tartar sauce.

Vegetable sandwich: It started in California with sprouts, avocado, Monterey Jack cheese and whole-grain bread. Today's sandwich offers more options: mixed grilled vegetables and a variety of cheeses, served hot or cold.

Torta: We might not recognize the name for this authentic Mexican sandwich, but we never forget a face. It's a hollowed-out, halved oval roll (a *bolillo*) stuffed in Mexico with a variety of meats, beans, cheese and salsas—the hollow roll keeps the stuffings from falling into the diner's lap. In the states, we find several versions by different names. The catchiest is Walt Disney World's Handwich (see photo). We peg this as a real comer.

Recommended reading: *The Complete Book of Sandwiches for the Professional Chef*, by Terence Janerico (CBI Publishing, Boston, 1983); *The Art of the Sandwich*, by Jay Harlow (Chronicle Books, San Francisco, 1990); *The Sandwich Book*, by Judy Gethers (Random House Inc., New York, 1988); *James Beard's American Cookery*, "Sandwiches," by James Beard (Little Brown and Company, Boston, 1972). **R&I**

SANDWICH SPREADS

Between the bread and the filling lies the spread, with two important functions: to act as a moisture barrier and to add flavor. Turning up the flavor on spreads adds value to sandwiches—as long as the flavor is compatible.

- **Butters can be flavored with honey, preserves, fruit, nuts, chives, anchovy, garlic, herbs, spices, horseradish, mustard, pesto, sun-dried tomatoes, olives, cheese.**
- **In addition to tartar sauce, remoulade, Russian and Thousand Island dressing—which are mayonnaise-based—try adding the following to plain mayonnaise: curry, garlic, onion, capers, citrus rind and juice, chutney, tomato, red pepper sauce.**
- **Mustards come in a variety of textures and flavors: salad-style, Dijon, coarse-grain, tarragon, honey, champagne, Creole, Chinese, chili (hot red pepper).**
- **In some cases, the spread can double as filling, for example, cream cheese and peanut butter, both of which can have flavor added. To cream cheese, try adding bacon, herbs, onions, and seafood (clams, crabmeat). Peanut butter benefits from honey, bacon, and red pepper.**
- **Guided by the principle of flavor compatibility, any of the following can add taste and texture to hot and cold sandwiches: salsas, pickle relish, chowchow, yogurt sauce, ketchup (regular and spicy), barbecue sauce, guacamole, caponata (Italian olive relish).**

The Handwich from Walt Disney World takes inspiration from the Mexican *torta*, a sandwich made by stuffing beans, meat, cheese, salsa and lettuce into a scooped-out *bolillo* (oval roll).